

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1 1. (Currently amended) A method of providing an electronic marketing
2 presentation, comprising:
3 renting out a marketing object container to a first party, wherein the marketing
4 object container is configured to be presented in a web page associated with a second party;
5 receiving a selectionselecting, by the first party, of a marketing attribute, the
6 marketing attribute describing configured to describe what one or more marketing objects that
7 can be received by the marketing object container;
8 receiving a selection of a marketing object in the one or more marketing objects,
9 the selected marketing object being compatible with the selected marketing attribute; and
10 sending the selected marketing attribute and selected marketing object to be
11 automatically associated with the marketing object container, wherein the marketing object is
12 automatically presented in the marketing object container being presented in the web page
13 associated with the second party.

1 2. (Canceled)

1 3. (Canceled)

1 4. (Currently amended) The method of claim 31, further comprising renting
2 out a second marketing object container to the first party, wherein the second marketing object
3 container is presented in a second web page associated by a third party, and wherein the selected
4 marketing object is automatically associated with the second marketing object container, wherein
5 the selected marketing object is automatically presented in the second marketing object container
6 being presented in the second web page associated with the third party.

1 5. (Currently amended) The method of claim 1, further comprising renting
2 out a second marketing object container to the first party, wherein the second marketing object
3 container is presented in a second web page associated with a third party, and wherein the
4 selected marketing attribute and selected marketing object are automatically associated with the
5 second marketing object container, wherein the selected marketing object is automatically
6 presented in the second marketing object container being presented in the second web page
7 associated with the third party.

1 6. (Currently amended) A method of providing an electronic marketing
2 presentation, comprising:
3 providing a marketing object container associated with a first party;
4 associating the marketing object container with a website, wherein the website is
5 associated with a second party;
6 receiving a selection of at least one marketing object for insertion in the
7 marketing object container from the first party, the marketing object being compatible with a
8 marketing attribute; and
9 automatically associating a the marketing attribute and the at least one marketing
10 object with the marketing object container, wherein the at least one marketing object is
11 automatically presented in the marketing object container being presented in the website
12 associated with the second party.

1 7. (Canceled)

1 8. (Original) The method of claim 6, further comprising a second marketing
2 object container associated with the first party, wherein the second marketing object container is
3 associated with a second website associated with a third party.

1 9. (Currently amended) The method of claim 8, wherein associating the
2 marketing attribute and the at least one marketing object with the marketing object container also

3 | automatically associates the marketing attribute and the at least one marketing object with the
4 | second marketing object container.

1 | 10. (Currently amended) The method of claim 8, wherein selecting at least one
2 | marketing object for insertion in the marketing object container also automatically associates the
3 | at least one marketing object for insertion in the second marketing object container, wherein the
4 | at least one marketing object is automatically presented in the second marketing object container
5 | being presented in the second website associated with the third party.

1 | 11. (Original) The method of claim 6, wherein the second party provides a
2 | service to a plurality of parties and at least some of the parties are unrelated, and the unrelated
3 | parties are only allowed access to their own marketing presentation.

1 | 12. (Original) The method of claim 6, wherein the second party receives a
2 | commission based on revenue generated by the first party's marketing presentation.

1 | 13. (Canceled)

1 | 14. (Original) The method of claim 6, wherein the second party receives fees
2 | from the first party for hosting their marketing presentation.

1 | 15. (Currently amended) A system of providing an electronic marketing
2 | presentation, comprising:

3 | a memory coupled with the processor, wherein the memory is configured to
4 | provide the processor with instructions; and

5 | a processor, in response to the instructions, configured to:
6 | provide a marketing object container associated with a first party; ~~the processor~~
7 | ~~also being configured to~~

8 | facilitate associating the marketing object container with a website, wherein the
9 | website is associated with a second party; ~~and~~

10 ~~facilitating~~ facilitate automatically associating a marketing attribute and a
11 marketing object that is compatible with the marketing attribute with the marketing object
12 container; and
13 facilitate automatically presenting the marketing object in the marketing object
14 container being presented in the website associated with the second party ~~and~~
15 ~~a memory coupled with the processor, wherein the memory is configured to~~
16 ~~provide the processor with instructions.~~

1 16. (Currently amended) A computer program product including computer
2 code stored on a computer readable medium, the computer code executable on a computer for
3 providing an electronic marketing presentation, the computer program product comprising:
4 computer code providing a marketing object container associated with a first
5 party;
6 computer code associating the marketing object container with a website, wherein
7 the website is associated with a second party;
8 computer code automatically associating a marketing attribute and a marketing
9 object that is compatible with the marketing attribute with the marketing object container; and
10 computer code automatically presenting the marketing object in the marketing
11 object container being presented in the website associated with the second party.
12 ~~a computer readable medium that stores the computer codes.~~

1 17. (Original) The computer program product of claim 16, wherein the
2 computer readable medium is selected from the group consisting of CD-ROM, floppy disk, tape,
3 flash memory, system memory, hard drive, and data signal embodied in a carrier wave.

1 18. (Previously presented) The method of claim 1, wherein the marketing
2 objects that can be received by the marketing object container include a marketing object of type
3 ad banner.

1 19. (Previously presented) The method of claim 1, wherein the marketing
2 attribute is further configured to characterize the marketing object container as being configured
3 to receive a marketing object having a cross sell feature.

1 20. (Canceled)

1 21. (Currently amended) The method of claim 20~~1~~, wherein receiving the
2 selection of the marketing object is further responsive to a visitor attribute.

1 22. (Currently amended) A method of providing an electronic marketing
2 presentation, comprising:

3 renting out a marketing object container by a first party, wherein the marketing
4 object container is presented in a web page associated with a second party, and the marketing
5 object container is configured to be characterized by a marketing attribute;

6 ~~selecting~~receiving a selection of the marketing attribute to characterize the
7 marketing object container as having a campaign type;

8 sending the selected marketing attribute for association with the marketing object
9 container;

10 receiving a selection of a marketing object in the one or more marketing objects,
11 the selected marketing object being compatible with the selected marketing attribute; and

12 automatically associating the marketing attribute and the marketing object with
13 the marketing object container, wherein the marketing object is automatically presented in the
14 marketing object container being presented in the web page associated with the second party.

1 23. (Previously presented) The method of claim 22, wherein the campaign
2 type is a promotion.

1 24. (Previously presented) The method of claim. 22, wherein the campaign
2 type is an up sell, a sale, or a new product introduction.

1 25. (Currently amended) A method of providing an electronic marketing
2 presentation, comprising:
3 renting out a first marketing object container of a first party, wherein the first
4 marketing object container is presented in a web page associated with a second party, and the
5 first marketing object container is configured to be characterized by a marketing attribute;
6 ~~selecting~~ receiving a selection of the marketing attribute to characterize the first
7 marketing object container as having a relationship with a second marketing object container;
8 receiving a selection of a marketing object in the one or more marketing objects,
9 the selected marketing object being compatible with the selected marketing attribute;
10 sending the selected marketing attribute and the marketing object to be associated
11 with the first marketing object container; and
12 automatically associating the selected marketing attribute with the first marketing
13 object container, wherein the marketing object is automatically presented in the marketing object
14 container being presented in the web page associated with the second party; and
15 in response to sending the selected marketing attribute and marketing object to be
16 associated with the first marketing object container, automatically associating the selected
17 marketing attribute with the second marketing object container related to the first marketing
18 container.

1 26. (Previously presented) The method of claim 25, wherein the relationship
2 between the first marketing object container and the second marketing object container includes
3 a content detail feature or an item detail feature.

1 27. (Previously presented) The method of claim 25, wherein the relationship
2 between the first marketing object container and the second marketing object container includes
3 a category list feature or a search results feature.

1 28. (Currently amended) A method of providing an electronic marketing
2 presentation, comprising:

3 renting out a marketing object container of a first party, wherein the marketing
4 object container is presented in a web page associated with a second party, and the marketing
5 object container is configured to be characterized by a marketing attribute;

6 ~~selecting~~ receiving a selection of a marketing attribute to characterize the
7 marketing object container as having a priority of display of a marketing object within the
8 marketing object container;

9 sending the selected marketing attribute and the marketing object to be associated
10 with the marketing object container; and

11 automatically associating the marketing attribute with the marketing object
12 container, wherein the marketing object is automatically presented in the marketing object
13 container being presented in the web page associated with the second party.

1 29. (currently amended) The method of claim 28, wherein the selected
2 marketing attribute is further configured to characterize timing of display of ~~a~~ the marketing
3 object within the marketing object container includes a time period for displaying the marketing
4 on a daily, weekly, or monthly basis.

1 30. (Currently amended) A method of providing an electronic marketing
2 presentation, comprising:

3 providing a first marketing object container configured to be presented in a web
4 page and to be characterized by a marketing attribute;

5 ~~selecting~~ receiving a selection of the marketing attribute to characterize a
6 marketing campaign of the first marketing object container;

7 receiving a selection of a marketing object, the selected marketing object being
8 compatible with the marketing campaign characterized by the selected marketing attribute;

9 sending the selected marketing attribute and the marketing object to be associated
10 with the first marketing object container; and

11 automatically associating the selected marketing attribute with the first marketing
12 object container, wherein the marketing object is automatically presented in the marketing object
13 container being presented in the web page associated with the second party.

1 31. (Previously presented) The method of claim 30, wherein the marketing
2 attribute is configured to describe what marketing objects can be received by the marketing
3 object container.

1 32. (Currently amended) The method of claim 30, further including selecting
2 receiving a selection of a style template responsive to the marketing attribute, and identifying a
3 visitor to the web page, after selecting the style template.

1 33. (Previously presented) The method of claim 30, wherein the marketing
2 campaign is an on sale marketing campaign.

1 34. (new) A system for displaying marketing objects, the system comprising:
2 an architecture controlled by a first party, the architecture comprising:
3 logic configured to receive a selection of a marketing object for insertion
4 in a marketing object container, the marketing object being displayable in a marketing object
5 container, the marketing object container associated with a display page, wherein the display
6 page is controlled by a second party; and
7 logic configured to send the marketing object to be automatically
8 associated with the marketing object container, wherein the marketing object is automatically
9 displayed in the marketing object container being presented in the display page controlled by the
10 second party.

1 35. (new) The system of claim 34, wherein objects outside of the marketing
2 object container are not changed on the page controlled by the second party in response to
3 automatically displaying the marketing object in the marketing object container.

1 36. (new) The system of claim 34, wherein the architecture further
2 comprising logic configured to receive a selection of a marketing attribute, the marketing
3 attribute defining one or more marketing objects that are compatible with the marketing attribute,
4 wherein the selected marketing object is included in the one or more marketing objects.

1 37. (new) The method of claim 1, wherein the marketing object is presented
2 in the marketing object container using the selected marketing attribute.

1 38. (new) The method of claim 6, wherein the at least one marketing object is
2 presented in the marketing object container using the marketing attribute.

1 39. (new) The system of claim 15, wherein the processor is configured to
2 facilitate presenting the marketing object in the marketing object container using the marketing
3 attribute.

1 40. (new) The computer program product of claim 16, wherein the computer
2 code for automatically presenting comprises computer code for presenting the marketing object
3 in the marketing object container using the marketing attribute.

1 41. (new) The method of claim 22, wherein the marketing object is presented
2 in the marketing object container using the selected marketing attribute.

1 42. (new) The method of claim 25, wherein the marketing object is presented
2 in the marketing object container using the selected marketing attribute.

1 43. (new) The method of claim 28, wherein the marketing object is presented
2 in the marketing object container using the selected marketing attribute.

1 44. (new) The method of claim 30, wherein the marketing object is presented
2 in the marketing object container using the selected marketing attribute.